BROADCAST FROM

The New York Office 404 East 55th Street, New York

Number 6 Issued March 15, 1933

Special Note: May we risk repeating - for the benefit of new subscribers - the system of classification we are following.

Under the heading MUST BOOKS, we put those titles which virtually every bookseller in the country should stock, not necessarily because of the intrinsic worth of the books, but because they have a ready made market, due to the author's reputation, to the publisher's initial advertising and promotion plans, to the timeliness of the subject and the advance publicity the book may have received. In rare instances we venture to include a "dark horse" in which we have such faith that we are anxious to have it considered a "Must Book" from the start. In general, the titles included would probably be rated later by Donald Gordon under the AAA classification. What we mean it to say is: "This book will sell, this book will rent, - but here is what we think about it."

The remaining books are classified under PROBLEMATICAL BOOKS - Fiction; PROBLEMATICAL BOOKS - Non-Fiction; RECOMMENDED MYSTERIES, THRILLERS and WESTERNS. Occasionally, there will be special sections for DARK HORSES, GARDEN BOOKS, SPORTING BOOKS, and from June first on, JUVENILES.

MUST BOOKS

March 29

James, Marquis — ANDREW JACKSON: The Border Captain — Bobbs-Merrill

Anyone whose trail has crossed New Orleans, Nashville, or any part of the country where Andrew Jackson lived or tarried for any length of time, knows how potent and lasting a fascination the man cast. And to the vast number who think of him as a figure in the pages of history books, this book will weave the same spell. For unquestionably, he was one of the most vital figures in our panorama, dramatic, picturesque, virile, commanding attention, whether or not he commanded affection and admiration. Just as Marquis James captured Sam Houston in THE RAVEN, so he has captured Andrew Jackson in this volume. Even the military campaigns are interesting, and that is an achievement. A sound piece of scholarship, packed with challenging source material, much of it new, it is at the same time an essentially human document in its own right. One sees Jackson not only as a public character, but as a devoted, if sometimes fiery, husband, offering his all to protect his beloved wife from calumny wherever possible. The choice of the Literary Guild for April, this book should be off to a good start, and is certain of leading reviews everywhere. $3.75

April 12

Smith, Thorne — RAIN IN THE DOORWAY — Doubleday

Do you sometimes wish those fantastic dreams where you appear in public, minus clothes and minus inhibitions, might come true - just once? That is what Thorne Smith does for you in RAIN IN THE DOORWAY. It seems the maddest yet, and

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that is saying a lot, and the "world is his barnyard". A fantastic thread of plot, plenty of wise cracks, and plenty of sex run riot through its pages. But - it is Thorne Smith, and his books sell each other. What's more, they earn their own way in advertising. $2.00

Baum, Vicki HELENE Doubleday

Still among those missing, but the publishers are holding to the April date, and the German reviews sound promising. Is it another Ann Vickers?

May 17

Norris, Charles G. ZEST Doubleday

There must be a mistake in this title. Or else the chief ingredient is omitted from the mixture. It should be called FUTILITY, for rarely does one encounter a hero who so completely misses the "zest" of life as does the youth in this book. As in SEED and BREAD and BRASS, so in this, the plot is built around and up to a text. In this instance, the text concerns itself - the author states - with the need of a man for many maids, to touch all the facets of his personality. As it works itself out, the reader comes to feel that it is the need of many maids for one man, so minor a part does he play in taking the initiative. A disappointing book, not approaching the sales possibilities of its predecessor, SEED. $2.00

PROBLEMATICAL BOOKS - Fiction

April 1

Cohen, Albert SOL AL Dutton

A mannered, artificial and intensely Jewish book about a youth who is the king of opportunists. The plot is so constructed that it would seem to prove that sheer insolence and indifference to the decencies of human relations win success in business, politics and love. The publishers claim great faith in this book, a translation from the French, but we see no elements of popular success. $2.50

Pirandello, Luigo ONE, NONE AND A HUNDRED THOUSAND Dutton

A philosophical treatise in allegory form, rather than a novel, although it is being sold as a novel. The theme is almost concealed in its wrappings, and it proves difficult reading. Pirandello needs dramatic interpretation to put over his nuances, and is not at his best in the fictional form. A slight story - a man has his faith in his self-knowledge shattered by a passing remark of his wife's regarding the fact that one side of his nose is lower than the other. From that point on his whole relation to life faces readjustment. $2.75

April 5

Shanks, Edward QUEER STREET Bobbs-Merrill

A story revolving around the members of a night club in London, with a sketchy, episodic treatment of the various groups in rotation, as they meet, touch, pass, and part. A large canvas, and the method of treatment fails to build up much reader interest either in any individuals or any events. Very English in type of dialogue and characterization, and not likely to prove very interesting to the American public. $2.50

April 11

Bone, Alexander H. BOWSPRIT ASHORE Doubleday

A superlatively good collection of thumb nail etchings of sailors' life at sea and in all ports - dog watch yarns told by a real seaman. Not for wide popular sale (as is THE SEA WITCH) but for lovers of authentic sea literature everywhere. Directness and simplicity of style suit the subject admirably. The last section includes yarns of rum running - an anti-climax for the real lovers of the sea, but a popular note to catch the reader interest of that public which is curious as to what goes on behind the scenes in this newly developed phase of sea life. $2.50

Royat, Jane WILDERNESS WALLS Dutton

A novel that takes a long time going nowhere in particular. The central character, a Canadian youth who has secured a clerkship in a frontier settlement, unearths a mystery surrounding the sudden departure of his predecessor, the identity of a missing boatman, and some concealed "treasure". The plot seems not quite clear in the writer's mind, and her concern seems chiefly the conveying of the atmosphere of the wilderness, the odd frontier town and its strangely assorted inhabitants. But after all, the reader wants to be entertained. $2.50

April 15

Collier, John FULL CIRCLE Appleton

Does history repeat itself? Is civilization facing extinction as it virtually did in the Dark Ages when the barbarians poured down on Europe from Asia? Such is the theme of the new novel from the pen of the author of HIS MONKEY WIFE. It is a story of England of the future, laid waste and depopulated by successive wars, the survivors living as scattered bands of marauders, skulking in hidden valleys, short of food, short of clothing, short of women. The plot hinges on the raid on a neighboring and more civilized band, and the capture of some of their women. The end is inconclusive but the intimation is that human passions are stronger than group loyalties. An utterly different Collier from the whimsical, audacious and humorous man we met in the other book. This has brilliance and imagination, but we doubt the probability of its attaining a wide public. $2.00

Ashton, James FIRST LESSON Knopf

A rather labored attempt to imitate SOUTH WIND. A Cambridge don, hemmed in by inhibitions, goes to Capri for a vacation, and falls in love with a chambermaid. They elope in a rowboat and settle in a community that never was on land or sea. The inhabitants are artistically inclined nit-wits and degenerates. Introspective and prosy where humor and charm alone could save the day. $2.00

Thompson, Edward DAMASCUS LIES NORTH Knopf

A novel with the setting Palestine during Lord Allenby's occupation and the taking of Damascus. Very British in viewpoint and slight in plot structure, at times a bit amateurish and naive. But in spite of that there is a sincere, vivid picture of life behind the lines and at the front. It is interesting chiefly for the unhackneyed setting and the development of the contrasting characters of the British officers and the American girls stationed there. A bit cynical in its

slant on the war, and undoubtedly based on first hand experience. A sense of humor saves it from triteness. The sales appeal is, however, distinctly limited, but mature readers who like the military background, prefer a leisurely novel and enjoy good characterization, might find it worth while. $2.50

~~April 21~~ June 1

Fallada, Hans LITTLE MAN, WHAT NOW? Simon & Schuster

The only novel reviewed in this Broadcast that one can wax really enthusiastic over. And its history in Germany indicates real sales possibilities, as it has rivalled the success of ALL QUIET ON THE WESTERN FRONT over there. An intensely poignant story of two young Germans caught in the tide of the unemployment problem in Germany. There is a resemblance to the theme of NOBODY STARVES, but the approach is lighter, the handling is from the human standpoint rather than the laboratory method, and the tone has an upward lilt that is lacking in the American scene. Germany is more accustomed to grinding poverty, in this generation, and more eager to seize on simple pleasures, and the reflection of this is apparent in the book. One feels that at times there is a showing off of the modern spirit in the method of handling unnecessary subjects, but otherwise the book is intuitively human and natural, and in almost no sense sophisticated. The illustrations are misleading - done in a vein of caricature, by Georges Schreiber. They make the reader expect a satirical book in the Thurber and White tradition. A book the staff should read to sell. $2.50

May 3

Hope, Edward SHE LOVES ME NOT Bobbs-Merrill

A college story - and designed to catch the young audience who've outgrown juveniles, and who will not be so critical of plausibility as their elders. Amusing, light, unconvincing - but it will pass an idle evening pleasantly enough. A good circulating library item. The setting is Princeton, and the story centers around the attempt on the part of a group of students, to champion the cause of a night club ingenue and to conceal her from the authorities. The dean's daughter and the ring leader of the group play at cross purposes and there are all sorts of contretemps before the plot untangles its web. Of course, there is a budding romance. $2.00

May 10

Anonymous I CAN WAIT Bobbs-Merrill

The author of MISS TIVERTON GOES OUT seems unable to attain again the peak of her first books. This is presumably a symbolic tale, but when it is hard to decide what it means as in this instance, the strain on one's enthusiasm is too much and the book suffers lamentably. A strange story of a strange woman, widowed under harrowing circumstances that seem to touch her not at all, but serve to release her to live her own life. Her search for a motive in life, her purchase of an abandoned farmhouse, where she collects the flotsam and jetsam of humanity, an unmoral, oddly assorted lot, her imaginary romance with an unknown figure, whom she identifies with a fugitive from justice who takes refuge with her and then robs her - all this combines into a fantastic tale, with high spots of fine writing, but little to recommend it to the average reader. $2.50

May 11

Herbert, Elizabeth SOLD FOR A SONG Farrar & Rinehart

One wonders where a book of this kind fits into the needs of the book seller. Good enough. Interesting enough. But utterly unimportant. Better sales possibilities, perhaps, than THE HOUSE OF WIVES, but not so good as HAPPY SINNER. An unsentimental handling of the problem a young man, scarcely more than a boy himself, faces in bringing to maturity his younger sisters and brother, following the death of both parents. Over-severity, insufficient supervision of certain phases, too great sympathy deliberately concealed, ambition resulting in bullying - the contradictions of parents, exaggerated by youth and inexperience. And with dire results. Perhaps a book for parents to take to heart. The characterization of the members of the family is the best thing about it. $2.00

PROBLEMATICAL BOOKS - Non-Fiction

April 1

Joad, C. E. M. UNDER THE FIFTH RIB Dutton

A mental pilgrimage rather than an autobiography is this book in which Professor Joad reveals himself, his likes and dislikes, the reasons back of his philosophy, of his pacifism, of his dissension from conditions as they are. The introductory chapters are more nearly autobiographical than the balance of the book - and are discouragingly dull. Once past that hurdle, the last two thirds of the book seem more like a collection of thoughtful essays, challenging, stimulating, frequently irritating. Not likely to achieve a wide public, but will appeal to a small group of discriminating readers. Dutton is labelling it their "April prize book" and giving it a good send-off in advertising and promotion. $3.75

April 12

Willoughby, Barrett ALASKANS ALL Houghton, Mifflin

Companion volume to GENTLEMEN UNAFRAID, but in no sense dependent on that volume. For sheer adventure and human interest and the thrill we all have over knowing that it is a "true story", this rivals most fictional adventure yarns. There are five biographical sketches of strikingly divergent characters who have done their share in building Alaska. Father Hubbard, the "glacier priest", who each year doffs his cassock and starts out with congenial companions on an exploration trip in the Far North, tells here in his own words of his thrilling experiences among the moon craters. Ben Eielson, pioneer of northern aviation, who crashed against a hidden peak in a fog not very long ago, proves as romantic a figure as Lindberg. Captain Louis Lane, dare-devil ice pilot, takes us behind the scenes in some of the securing of movies in the ice fields. Mrs. Harriet Pullen is evidence that a woman can make her mark and hold her own in this man's land. "Stroller" White, dean of Alaskan newspaper men, makes journalism on the outpost of civilization headliner material. The author and editor is a woman, an Alaskan by birth, who knows and loves her country. There is no lack of virility in these tales of the vast north. A good book for men who like exploration, sport, and adventure. $2.50

April 12

Jacobs, Helen H. MODERN TENNIS Bobbs-Merrill

Strange to say, there seems to have been a dearth of tennis books since the new group of younger players came to the fore. Now this Spring there are two,

both by women. This one by the young Californian, the National Women's Champion, is written for both men and women, not necessarily beginners. She analyses strokes, pointing her remarks with examples from leading experts; she discusses both theory and practice; she goes into the pros and cons of competitive championship tennis; she compares American methods and European. Straightforward, simple, direct, this book should answer many questions not only for players, but for those who wish to watch the game more intelligently. The summary of tennis rules and regulations should be valuable for reference. This book should sell in both adult and juvenile departments, and in the sports department of department stores. $2.50

May 10

Wightman, Hazel Hotchkiss — BETTER TENNIS — Houghton, Mifflin

This book is designed for the younger reader and player primarily, but any beginner will find it valuable. It is not so categorically specific as Helen Jacobs' book, and it is much more personal, using as it does the author's varied career as illustration of points under discussion. Mrs. Wightman has proved herself a very successful teacher, having taught Helen Wills Moody, Sarah Palfrey and many others. $1.75

May 4

Drury, S. S. — SCHOOL, HOME & CO. — Farrar & Rinehart

A disappointing book for the parent or teacher who is hoping that the head of St. Paul's School will present a practical discussion of modern problems in handling boys. The book, however, proves to be inspirational rather than practical. It suggests to the reader that it might be a collection of sermons or talks to parents, instead of a constructive book planned around a central theme. Dr. Drury makes disappointing use of a great opportunity, and in so doing allies himself with a rather reactionary old-school group in educational practice. Limited sale for conservative school head-masters and, possibly, for religious leaders who are working with boys and parents. $2.00

RECOMMENDED MYSTERIES AND THRILLERS

April 6

Weston, Garnett — MURDER ON SHADOW ISLAND — Farrar & Rinehart

April 12

Strahan, Kay C. — THE MERIWETHER MYSTERY — Doubleday

Adams, Herbert — THE GOLF HOUSE MURDER — Lippincott

May 10

McNeile, H. C. — BULLDOG DRUMMOND STRIKES BACK — Doubleday

Oppenheim, E.Phillips — CROOKS IN THE SUNSHINE — Little, Brown

(This is a group of short stories, the setting the Mediterranean coastline, the characters appearing again in each story.)

Each, $2.00

Please note following shifts in dates -

From April 7th to April 21st
(Little, Brown)

Connington, J. J.	GOLD BRICK ISLAND
Stanley, May	BLUE MEADOWS
Steen, Marguerite	STALLION
Waln, Norah	THE HOUSE OF EXILE
Wortham, H. E.	CHINESE GORDON

From April 17th to May 4th
(Stokes)

Queen, Ellery	THE AMERICAN GUN MYSTERY
Roosevelt, Eleanor	IT'S UP TO THE WOMEN - May, uncertain date

(Farrar & Rinehart)

Grand Duke Alexander	ALWAYS A GRAND DUKE - May, uncertain date

(Harper)

Tomlinson, H. M.	THE SNOWS OF HELICON - May or possibly later

(Scribner)

Burt, Struthers	ENTERTAINING THE ISLANDERS - postponed to Fall

(Harcourt, Brace)

Uzzell, Thomas H.	SHORT STORIES OF THE YEAR	- from March 9 to April 6
Winter, Ella	RED VIRTUE	- from March 16 to April 13
Seabrook, Wm.B.	AIR ADVENTURE	- from March 23 to April 13
Farrow, John	LAUGHTER ENDS	- from April 3 to April 13
Herbst, Josephine	PITY IS NOT ENOUGH	- from April 3 to April 20
Sayers, Dorothy	MURDER MUST ADVERTISE	- from April 17 to April 6
Siegfried, Andre	IMPRESSIONS OF SOUTH AM.	- from May 11 to April 20

Change in Price

Doubleday

White, Stewart Edward	RANCHERO & THE LONG RIFLE	from $2.50 to $2.00

News of Sales Aids on Published Books

The following titles, in most cases "dark horses" on which posters and sales aids had not been guaranteed in advance, have achieved sufficient impetus in sales to justify promotion and advertising beyond original expectations. Check your stock and write the publishers for whatever display material they can send you.

Lancaster, G. B.	PAGEANT	Century
Hull, Helen	HARDY PERENNIAL	Coward, McCann
Posse-Brazdova, Amelie	SARDINIAN SIDESHOW	Dutton
Laing, Alexander	THE SEA WITCH	Farrar
Cozzens, James B.	THE LAST ADAM	Harcourt

Preston, J. H.	REVOLUTION 1776	Harcourt
Hare, Martin	THE ENCHANTED WINTER	Harper
Lane, Rose Wilder	LET THE HURRICANE ROAR	Longmans
Patterson, Isabel	NEVER ASK THE END	Morrow
Lockhart, R. H. B.	BRITISH AGENT	Putnam
Merrick, Elliott	TRUE NORTH	Scribner
Halper, Albert	UNION SQUARE	Viking

And don't forget that -

George Bernard Shaw's imminent visit to those shores will be front page news and that you should be prepared for window display on his new book ADVENTURES OF THE BLACK GIRL IN SEARCH OF GOD (Dodd, Mead). Very effective window posters have been prepared by the publishers. (Shaw's dates will be April 10th to 12th.)

And Viking is getting such encouragingly enthusiastic advance reports on MARIE ANTOINETTE that they are expanding their program for display and advertising. Be prepared. The book will be published April 1st.

A DARK HORSE

McKenna, Marthe — I WAS A SPY — McBride

Here's a true story that rivals the best of murder and mystery yarns for thrills and excitement. An account of a Belgian girl's experiences as a spy in the British service. Published in February it is rumored as showing signs of reaching the best seller class shortly.